



# Livable Streets Update (FIVE IN FIVE)



January 23, 2004

Volume 1, Number 11

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## CITY/COUNTY APPROVE INTERLOCAL FUNDING FOR CONVENTION CENTER AND HOTEL

The Raleigh City Council and the Wake County Board of Commissioners have agreed to amend the Wake County/Raleigh interlocal agreement to build a new convention center and a four-star Marriott hotel at the south end of downtown. The agreement came at a 4:30 p.m. Jan. 20 joint meeting at the Raleigh Convention and Conference Center.

The agreement allows for revenue from the hotel/motel and prepared food tax to be used to finance the construction of the \$180 million convention center, pay its debt service, capital reserve, operating expenses and marketing expenses. The \$58 million hotel will be built by private developers Stormont-Noble, with a \$20 million public subsidy from the interlocal agreement.

The City Council vote was 7 to 1, with Mike Regan being the lone "no" vote. Phil Jeffreys was the lone opposition among the Wake County Commissioners.

The vote freed \$85 of every \$100 collected over the next 30 years from taxes on hotel rooms and prepared meals, as long as the revenue is not committed to another project. This was the eighth project to be funded under the Interlocal agreement. They include the RBC Center, the BTI Center for the Performing Arts, Exploris Museum, Five County Baseball Stadium, the North Carolina Museum of Natural Sciences new facility and exhibits, the SAS Soccer Stadium and expansion of the Raleigh Convention and Conference Center.

Officials point to the projects as economic development engines for downtown Raleigh. The convention center/hotel projects are on schedule to open for business in three years.

## THE FIVE IN FIVE WORK PLAN

### Fayetteville Street Renaissance

Goal: Reinvigorate Fayetteville Street as the heart of Raleigh, the ceremonial corridor and the premier Downtown address for office, events and cultural activity. The top action items:

- Make active uses mandatory for ground floors fronting Fayetteville Street and provide incentives to encourage them.
- Fill in development gaps.
- Open available blocks to vehicular activity; in phases, beginning with the 200 and 300 blocks.
- Re-establish the capitol vista - Develop outdoor festival and performance space.

### Convention Center

Goal: Develop and market competitive facilities to attract more national conventions and trade shows, and improve the business environment for hotels, restaurants and other visitor serving facilities. The top action items:

- Get new Downtown Convention Center and Convention Center Hotel adopted and funded.
- Solve lobby access.
- Suggest future expansion to South.
- Investigate mixed-use and roof-top uses.
- Develop strategy for active edge on Cabarrus Street.

## JOINT SESSION BROADCAST ON CABLE 11

The joint session will be broadcast in its entirety on cable channel 11, the Government Channel of the Raleigh Television Network at the following times:

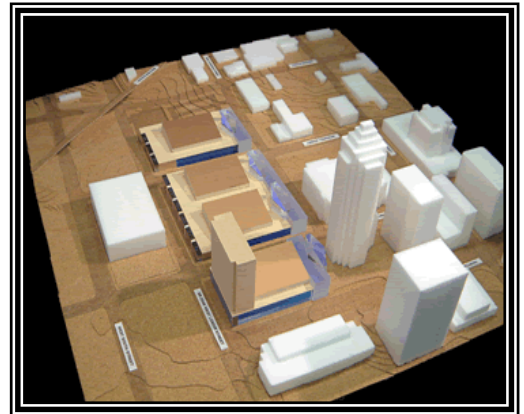
Jan. 22	6:00 p.m.
Jan. 23	4:30 p.m.
Jan. 24	7:00 p.m.
Jan. 26	2:00 p.m. and 8:30 p.m.
Jan. 27	1:30 p.m. following the City of Raleigh Planning Commission meeting
Jan. 28	1:30 p.m.
Jan. 29	6:00 p.m.
Jan. 30	7:00 p.m.
Jan. 31	8:00 p.m.

## RALEIGH CITY COUNCIL TO RECEIVE PUBLIC COMMENT ON PROPOSED CONVENTION CENTER FEB. 3

The Raleigh City Council will receive public input for the proposed convention center during the regularly scheduled Council meeting to be held Tuesday, Feb. 3, 7:00 p.m. the project architects, O'Brien and Atkins will present three planning concepts for the Convention Center and will seek feedback from the public.

In addition, a public meeting will be held February 12, 6:00 p.m. at the Raleigh Convention and Conference Center, Room A. where the presentations again will be made and public comment sought.

For complete information on the background and status of the proposed convention center and headquarters hotel, visit the City's website at <http://www.raleigh-nc.org/livablestreets/convention.htm>.



### **Improve the Pedestrian Environment**

Goal: Create an attractive, well lit, safe environment that links office and residential areas to amenities such as restaurants, museums and arts venues. Make Downtown accessible to all. The top action items:

- Require pedestrian oriented ground level uses with high level of detail, i.e. doorways, windows, awnings and overhangs, along the sidewalk edge in Downtown.
- Connect existing and emerging neighborhoods to Fayetteville Street.
- Further study converting east / west one-way streets to two-way.
- Investigate federal funding sources.
- Connect TTA Regional Rail station area with pedestrian linkages.

### **Regulatory Reform**

Goal: Improve business environment by removing regulatory impediments; make it at least as easy to do business Downtown as any place else in the region; include incentives in regulations. The top action items:

- Centralize approvals: Establish a Downtown team within the city to respond to major project proposals and construction quickly. Develop a parallel strategy for small/mid-sized projects.
- Centralize the approvals process by creating a team within the city to respond to development proposals.
- Provide development incentives for vacant buildings and properties.
- Address issues dealing with outdoor dining, signage and other pedestrian encroachments.

## **COUNCIL APPROVES STORMONT-NOBLE'S PROPOSAL TO BUILD CONVENTION CENTER HOTEL**

The Raleigh City Council voted Jan. 20 to approve Stormont-Noble Development of Atlanta as the developer of a headquarters hotel for the proposed downtown convention center.

At a joint meeting of the City Council and the Wake County Board of Commissioners last Thursday, City staff recommended the proposal from Stormont-Noble Development to develop the hotel. The approximately \$58 million proposal includes \$20 million in public funding for construction of public meeting areas within the hotel. The \$20 million will come from the City/County Interlocal Agreement that allocates revenues from the county-wide hotel and prepared food tax.

Under a memorandum of understanding approved by the City Council today, Stormont-Noble will construct a four-star Marriot Hotel on the northeast corner of Lenoir and Salisbury streets. The hotel will include:

- 400 guest rooms, including 15 suites;
- a 9,000-square-foot grand ballroom;
- 5,950 square feet of junior ballroom and breakout meeting space;
- 326 food and beverage seats;
- three separate food and beverage outlets;
- 400 square feet of retail space; and,
- a pool and fitness spa.

The City will provide the hotel with 200 parking spaces at one-half the prevailing market rental rate, with a guarantee of an additional 200 parking spaces in a future parking deck that will be made available at full market rental rate.

Based on the memorandum of understanding approved by the City Council, City staff will negotiate a hotel development agreement with Stormont-Noble that will be brought to the City Council for its consideration.

Consulting firm HVS International of Boulder, Colo., was commissioned to do a market and financial study of additional convention center space for Raleigh. The major conclusions of the analysis were presented Aug. 5, 2002 and asserted that construction of a new convention center must be accompanied by the construction of a new convention-headquarters-quality hotel

### **Downtown Management**

Goal: Take a "one-stop shopping" approach to the management and marketing of Downtown. The top action items:

- Develop a comprehensive Downtown marketing program, including an expanded website. It should be developed and coordinated with all Downtown resources to promote events and attractions. Maximize the capitol status.
- Create a Downtown Development Corporation.
- Make Downtown Raleigh Alliance the organization responsible for bringing all parties to the table to oversee implementation of the vision.
- Explore development incentives and options similar to Tax Increment Financing.



Livable Streets

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## **CITY TO USE STANDARD PROCUREMENT PROCEDURE FOR SELECTING DOWNTOWN MASTER DEVELOPER**

The Raleigh City Council voted Jan. 20 to disband a task force that helped guide the process for selecting a master developer which will assist the City with efforts to redevelop some areas of downtown near the convention center. To hire a master developer, the City will instead follow its standard procedure for procuring professional services.

Throughout the remainder of the hiring process, City Manager Russell Allen will request the assistance of members of the former Master Developer Task Force. In addition to Mr. Allen, members of the task force were Wake County Manager David Cooke; City Attorney Thomas McCormick; Michael Patterson, former chair of the Convention Center Steering Committee that studied and recommended a site for a proposed new downtown convention center; Roger Perry of East West Development; and Hilda Pinnix-Ragland of Progress Energy.

The master developer will plan, coordinate and market properties in the convention center area to potential investors. The City has interviewed four firms for the position of master developer. They are Trammell Crow, Lincoln-Harris/White Oak Properties, Cordish Companies and Spectrum Properties. Following the conclusion of the City manager's interviews of the candidates, Mr. Allen will make a recommendation to the City Council which will select a master developer.

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## **LAND ACQUISITION FOR CONVENTION CENTER APPROVED**

The Raleigh City Council voted Jan. 20 to acquire an approximately 1.78-acre parcel downtown for the new convention center. The City is acquiring the land at 105 W. Cabarrus Street for \$2.72 million from Progress Energy. The settlement value was within the range of the three appraisals secured by the City.

The City Council and the Wake County Board of Commissioners approved funding for the new convention center and a headquarters hotel on Tuesday. The convention center complex will be built on the two blocks immediately west of the existing convention center. Construction is scheduled to begin in 2005 with completion in 2007.



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## PARTNERSHIP TO DEVELOP 10 YEAR ACTION PLAN TO END HOMELESSNESS

The City of Raleigh in partnership with Wake County and the Continuum of Care Collaborative will hold a series of public forums to develop a 10-year action plan to end homelessness in Raleigh.

The City's Livable Streets plan identified the priority of addressing ways to sensitively provide services and opportunities for the homeless and working poor. The plan also identified affordable housing as a need for the areas in and around downtown.

The forums will be held through the winter and spring with the goal of developing the 10-year action plan this fall. The first session will be held 4:30 p.m., Thursday, Feb. 19 in the Student Center at Meredith College. The forum will be held in conjunction with the "Raise Your Voice" national teleconference, and an advocacy fair for area universities hosted locally by Meredith College. The day's activities are centered on encouraging civic engagement of students and will focus on issues of homelessness.

The aim of the first session entitled, "An Education of Diversity", is to break down the stereotypes and learn who is homeless and why and what is needed. Future forums will seek to identify the reasons, roles and responsibilities and the structures of homelessness. Topics will include hospital and prison release issues, families, service provision, transportation, employment, job training and housing.

To become involved with developing the Ending Homelessness 10-year action plan, contact Ken Maness, City of Raleigh Planning Department at 890-3655 or [ken.maness@ci.raleigh.nc.us](mailto:ken.maness@ci.raleigh.nc.us), David Cristeal, Wake County Human Services, 856-6323 or [dcristeal@co.wake.nc.us](mailto:dcristeal@co.wake.nc.us), Mary Jean Seyda, Wake Continuum of Care & CASA, 754-9966 or [ormjseyda@casanc.com](mailto:ormjseyda@casanc.com).

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**Web links**  
City of Raleigh  
[www.raleigh-nc.org](http://www.raleigh-nc.org)

Wake County  
[www.wakegov.com](http://www.wakegov.com)

Downtown Raleigh Alliance  
[www.downtownraleigh.org](http://www.downtownraleigh.org)

Greater Raleigh Chamber of  
Commerce  
[www.raleighchamber.org](http://www.raleighchamber.org)

Greater Raleigh Convention  
& Visitors Bureau  
[www.visitraleigh.com](http://www.visitraleigh.com)

Meeting	Date/Time	Purpose
Proposed Convention Center Public Comment	Feb. 3, 7:00 p.m. City Council Meeting City Council Chamber Avery C. Upchurch Government Complex 222 W. Hargett St.	Three planning concepts presented. Receive public input on proposed convention center.
Proposed Convention Center Public Meeting	Feb. 12 6:00 p.m. Raleigh Convention and Conference Center Room A	Representatives of the design team will present three planning concepts The public is invited to make recommendations.
City of Raleigh, Wake County Human Services, Continuum of Care Partnership - End Homelessness Partnership	Feb. 19 4:30 p.m. Student Center Meredith College	First in a series of forums to develop a 10-year plan to end homelessness.

## UPDATED LIVABLE STREETS WEBSITE NOW ONLINE



Downtown is hot and getting hotter with the plans to open Fayetteville Street Mall to traffic, the Progress Energy project, downtown development plans and the proposed new convention center.

There is now one place to keep track of all the activity downtown and stay up to date with the

progress made on the Livable Streets program. By going to the City of Raleigh website <http://www.raleigh-nc.org/livablestreets/index.htm>, visitors can keep tabs on the status of downtown projects, view meetings and events calendars, view plans for opening Fayetteville Street and see the entire Livable Streets plan.

## THE FIVE IN FIVE GOALS

1. **Complete a Fayetteville Street Renaissance** to reinvigorate the Street as the heart of Raleigh, our ceremonial corridor and the premiere address for office, events and cultural activity.



2. **Fund and build a new Convention Center & Hotel** to attract conventions and trade shows and improve the business environment for hotels, restaurants and other visitor services.

3. **Improve the pedestrian environment** making downtown accessible to everyone. Balance the needs of pedestrians against those of the car. Create an attractive, well lit, safe environment that links office

and residential uses to amenities such as restaurants, museums and other venues.

4. **Undertake regulatory reform** to improve the business climate by re-moving regulatory impediments, making it just as easy to do business downtown as any place in the region. Explore adding incentives in the regulations.

5. **Expand downtown management** to take a one stop approach to management and advocacy.